

In this day of high and rising prices — here's a real economy

Many women still make the mistake of thinking that they cannot afford to buy silk underwear.

Don't let any such misconception of facts stand between you and the satisfaction thousands of other New York women are enjoying.

Pure silk is the most enduring of all fibres. A single thread is twice as strong as hemp! Kayser Italian Silk will give you

a wholly new idea of the service underwear can give! Unlike any other material used in underwear, Kayser Italian Silk will give you back in actual service many times the value of every cent you put into it!

There are one million women in New York!

One out of every ten wears Italian Silk Underwear!

All these other women could tell you

that no matter what your dress allowance is, with intelligent selection you *can* afford to have the silk underwear you long to own.

Ask any one of them and she will tell you that Kayser made silk underwear possible for her.

That until she figured her underwear expense at the end of her first year of wearing Kayser's, she never knew what underwear economy was!



The silk in cocoon



Testing the silk



Each garment cut and measured separately

Kayser originated the band top tailored finish for silk underwear.

They made the first silk envelope chemise.

They designed and created the first silk camisole.

Kayser first introduced lace on silk underwear.

The very basis is different

Kayser buys *raw* silk—not silk already woven and ready for cutting. They select silk for *quality*; they use only silk from the finest cocoons—the hard, firm cocoons which experts know give the silk thread that is strongest, finest, purest.

Buying the silk *raw* enables them to make it up to their own standard—a standard so high that no fabric maker could afford to meet it. This is how Kayser get their *quality*—this is why Kayser Italian Silk is so much more lustrous, feels so much *silkier* than is possible to secure in any other way.

No guesswork—tested by laboratory analysis

In addition to skill in selection, every bit of silk must pass analysis in Kayser's laboratories. No rule of thumb method here, but scientific tests for purity, for uniformity, for elasticity, for breaking-strength. These tests are based on half a century's experience in silks. This is why Kayser Italian Silk is flawless—so much smoother and more uniform.

Thousands of women have asked "Why is it Kayser silk never cracks, never splits like some silk one buys?" Kayser silk is never "weighted." It is the metallic "weighting" which unscrupulous manufacturers put in their silk to make it seem heavier, that makes some silks split. A famous authority on fabrics, says: "Pure silk will last for years, even though given hard wear." Kayser Italian Silk is the most lasting, most serviceable underwear possible to obtain.

Each garment cut separately

Every woman is enthusiastic about the exceptional fit of Kayser Italian Silk Underwear—every one who puts it on says it fits as if cut to measure. Each pattern is the work of a skilled designer. Each is carefully proportioned. Each individual garment is cut by hand, with all the precision and interest that you would put into the task yourself. No pinched arm-holes! No skimping in length! No feel of tightness through the body! Kayser Italian Silk assures you a well-setting garment.

Improvements in silk underwear originated by Kayser

Their designers created embroidered silk underwear.

Kayser originated the extra-length silk vest—added three inches for the long-waisted figure.

They originally devised the reinforcement where extra wear comes.

The Kayser standard of inspection

Every woman notices instantly the Kayser finish. Kayser leaves nothing undone to have the underwear as perfect in workmanship as in the quality of the silk itself. Every garment is carefully inspected when finished!

Give these instructions to your laundress

To keep your Kayser Italian Silk like new—use Lux or Ivory Soap with luke-warm water; rubbing destroys the silk fibre and takes away the luster. Rinse in clear cold water. Then pull the garments lengthwise while wet. Use a warm iron—not hot—for silk scorches easily, and iron while the garment is damp.

Why you should look for the Kayser label

Of course, Kayser Italian Silk has been much imitated. Like the French gown, it has only been copied, not duplicated. A hundred thousand New York women know only Kayser Italian Silk has the quality, the character, the originality, the taste! Only Kayser has the new and interesting features, the important little distinctions that add so much to your enjoyment of the clothes you wear! If it isn't Kayser it is not Italian silk. The genuine Italian Silk Underwear has the name "Kayser" in every garment.

Notice the labels shown in the illustration. The five blue stars mark the heaviest weight, the three blue stars, the medium weight, and one blue star, the lightest weight.

A wide variety of models

Ask the clerk at your favorite shop or department store to show you the new models in Kayser Italian Silk Underwear for Fall. There are special models designed to wear with the fashionable sheer blouses, others specially designed for evening use, where underwear less skilfully cut is often a problem. There are smart new designs in envelope chemises, camisoles, knickers, pantalettes, combinations, union suits and the usual vest—what a new interest it takes on when Kayser designers plan it! In white and colors, tailored underwear or the more elaborate kinds, embroidered in solid or eyelet, perhaps, or trimmed with Fillet, Venice, Chantilly, Mechlin, and the ever charming Valenciennes. See them today! Know what will be worn this season!

The very woven fabric itself, "Italian Silk," originated with Kayser. It was Kayser who liberated women from the hideous bungly knit underwear of the nineties and gave them the smooth-fitting silk that they have so enthusiastically adopted.



Careful inspection



Launders successfully



Easily identified



Smart, new designs

To-day one New York woman in every ten wears Kayser Italian Silk Underwear